WE'VE MASTERED THE GAME.

Effective June 1990

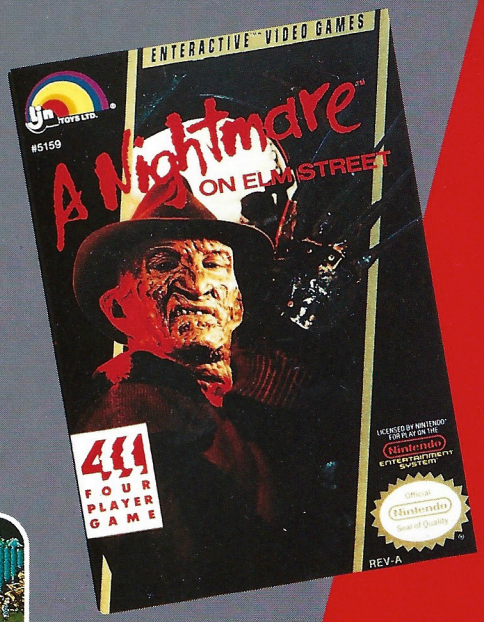
WE'VE MASTERED THE GAME.

In the video game business, the three letters, L·J·N, have always meant one thing: H·I·T. Title after title, LJN hits have climbed to the top of the charts. This year, with the greatest new licenses in LJN's history and even greater attention to game play quality, coupled with the strength of the industry's most powerful marketing and distribution organization, when you think of LJN, think: B·I·G! LJN has earned its position as one the few select companies entitled to be called a "Master of the Game."

A Nightmare ON ELM STREET

TOP TEEN LICENSE COMES TO NES®. HEEERE'S...FREDDY!
Freddy's™ back, this time on NES®, to strike fun and fear into kids everywhere. This top teen license has already earned $50+ million in merchandising and hundreds of millions at the box office. Now, LJN puts Freddy™ to work for you!

- Top teen license
- 7 difficulty levels
- 1 to 4 players with NES® Satellite
- TV promo ID's and print support

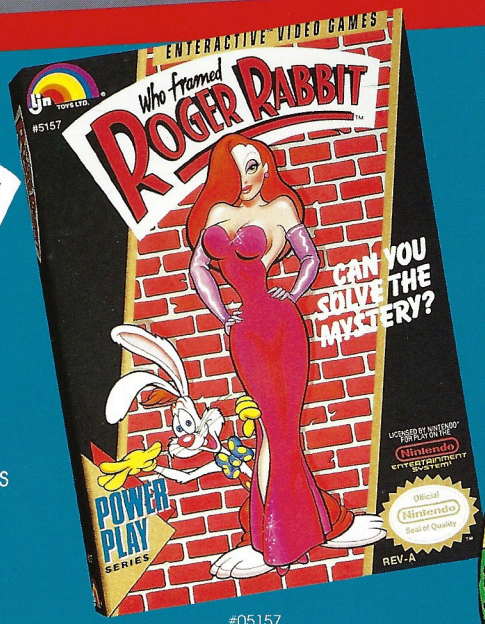


#05159

Who framed ROGER RABBIT

SOLVE THE MYSTERY!
America's newest cartoon superstar now stars in his own video game. Finding out who framed our favorite "toon" takes super game-playing and sleuthing skills.

- Adventure game with arcade action
- One of the hottest new cartoon characters in decades
- Outstanding animation-style graphics



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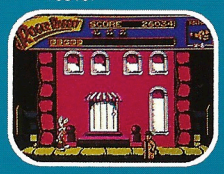
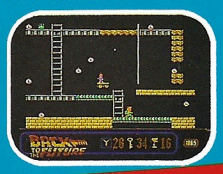


BACK TO THE FUTURE PART II & III™

SAVE THE FUTURE ON NES®
Imagine two of the biggest licenses in one! Now you're ready for the ultimate in spacetime video adventure and video game sales. As Marty McFly, players "time-jump" between the past, present and future! Strategically timed with the special home video release of all three movie blockbusters!

- 3 time zones; 30 mini-arcade games.
- Features Doc's sports car/time machine
- Adventure game with arcade action
- Major TV, Print and Promotions

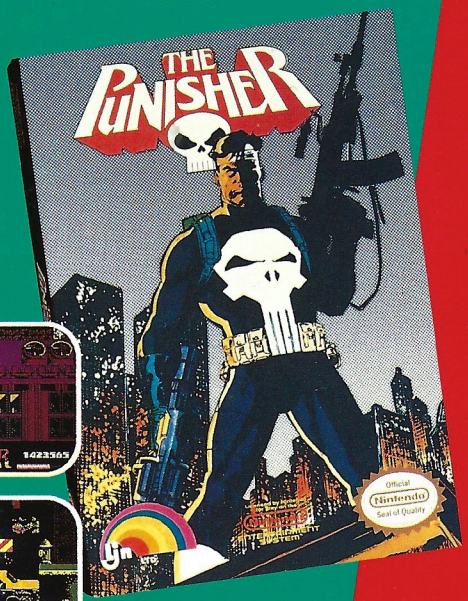


#05170

THE PUNISHER™

MARVEL COMICS' MOST UNIQUE SUPER HERO!
Become The Punisher™ one of Marvel Comics' biggest super heroes. Battle criminals and dispense your own brand of justice. Unique, over-the-shoulder, first-person perspective and reactive target backgrounds redefine the standards of video game action.

- Read by 36 million fans yearly
- State-of-the-art "reactive" graphics
- Major promotional support, includes tie-ins with Marvel Comics



#05168

Official Nintendo Seal of Quality®

X-MEN

#1 SELLING COMIC BOOK IN AMERICA

The video game America's mutant-hero fans have been waiting for. Based on Marvel Comics' #1 title (outsells all others 2-to-1). Players select X-MEN® with the best skills for each mission. Combines shoot 'em up with fantasy/role-playing.

- #1 teen comic in America
- Audience: over 150 million fans
- All the favorite X-MEN®: Wolverine™ Cyclops™ and more
- Print support and special Marvel promotions

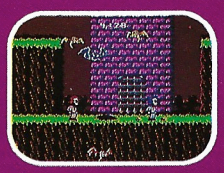
#05161

BEETLEJUICE™

"THE GHOST WITH THE MOST" FOR NES®

Beetlejuice's™ magic works on everything he touches: movies, comics, cartoon shows, merchandising... Now, through the magic of LJN's superb new game, Beetlejuice™, NES® gamers worldwide will reach new heights (and depths) to rid the famous house of its unwanted guests.

- Based on the blockbuster movie
- 8 million fans watch animated show weekly
- Packed with frightful, fun surprises
- Backed by 4th quarter TV, print and promotions



#05163

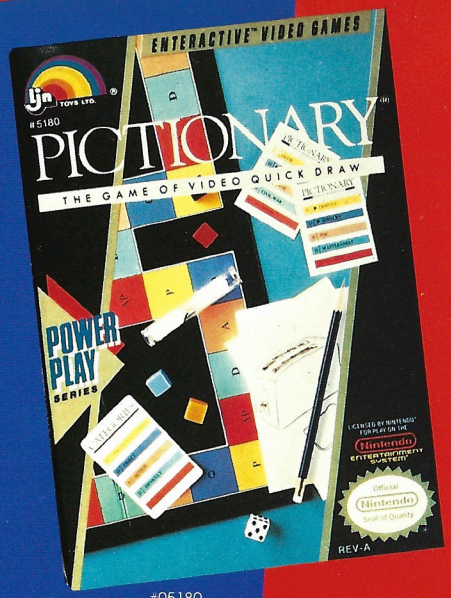
PICTIONARY®

THE GAME OF QUICK DRAW®

THE NATION'S BEST SELLING GAME COMES TO NES®

The NES® video version of the nation's best selling game contains all the key elements and more: frantic fun, simple rules and Quick Draw action.

- Over 14 million board games sold
- For one player or the entire family
- Video Quick Draw with arcade mini-games
- Special print/ promo campaign



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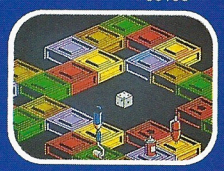


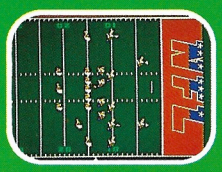
NFL™ FOOTBALL

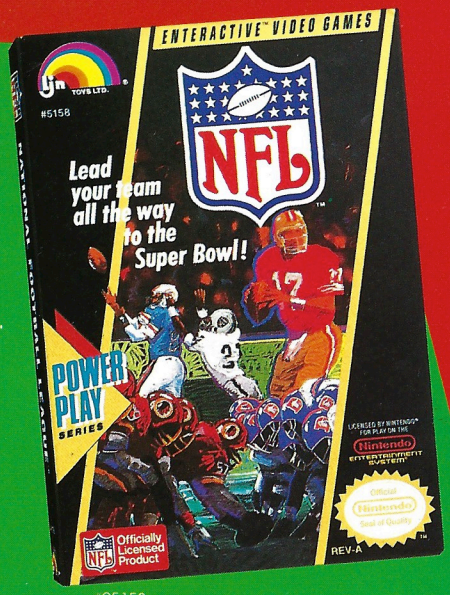
Officially Licensed Product

OFFICIALLY LICENSED NFL™ FOOTBALL

The *only* officially licensed NFL game for the NES® The *only* one with all the American and National Conference teams *and* the SUPERBOWL. The *only* NES® football game any real football fan would want.

- Officially licensed NFL football game
- Over 75 million NFL fans weekly
- An annual Nintendo® best seller
- Realistic head-to-head sports action





#05158

Bill & Ted's EXCELLENT adventure™

TOTALLY EX-CELLENT, DUDES!

Coming off the EX-cellent success of the box office and home rental smash hits, the planned Fall '90 Saturday Morning CBS-TV Series and in anticipation of the Summer '91 sequel ("Bill & Ted's Most Excellent Adventure"™), comes LJN's "most excellent" new video game.

SNEAK PREVIEW

- Tremendous teen appeal
- Travel through 8 unique time zones
- Saturday morning TV show debuts this Fall
- TV promo ID's and print support

#05169

Official Nintendo Seal of Quality

LJN® HITS FOR GAME BOY™

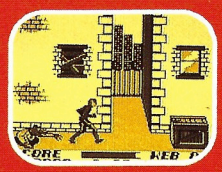
When it comes to portable video game action, LJN really puts on the HITS! Web-slinging super heroes, slam-dunking superstars and "the ghost with the most," plus LJN's marketing muscle, produce one of the hottest Game Boy™ line-ups in the business.

the AMAZING SPIDER-MAN®

TOP SUPER HERO COMES TO GAME BOY™

One of the biggest comic book super heroes of all time is about to get much bigger with his upcoming major motion picture, his new Saturday Morning ABC-TV Series, his 40-week, 40-city tour and now...LJN's AMAZING SPIDER-MAN® for Game Boy!™

- 7 levels of web-slinging action
- Incredible cityscape graphics
- Amazing 96% awareness among 6-49 year olds!
- Marvel Comics cross-promotions



#05800

OFFICIALLY LICENSED NBA BASKETBALL
The *only* officially licensed NBA Basketball game for Game Boy™. It's NBA all-star action with the likes of Michael Jordan, Patrick Ewing, Charles Barkley, Larry Bird and others.

- 1 or 2 player action
- Enhanced screen graphics with player stats, strengths.
- Multiple play options: Around the World, Foul Shooting, One-on-One, and more.
- Over $300 million spent on NBA products yearly

OFFICIAL LICENSED NBA PRODUCT®

#05801

BEETLEJUICE™

BEETLEJUICE™ MAGIC FOR GAME BOY™
Beetlejuice's™ magic works on everything he touches...whether it's on ghouls and ghosts from the Neitherworld or LJN's own Beetlejuice for Game Boy™. Based on the Saturday morning network cartoon hit.

- Over 8 million weekly TV fans
- Packed with startling surprises
- Proven high volume license
- Backed by major advertising and promotion

SNEAK PREVIEW

#05802

Official Nintendo Seal of Quality

LJN, Ltd.

Already recognized as one of the premier producers of mega-hits for the Nintendo Entertainment System®, the *new* LJN forges into the 1990's with many of the most powerful and best-known titles in the entertainment world. Backing these renowned properties are multi-million dollar television and print advertising campaigns, nationwide promotions, a powerful sales and distribution network and revitalized attention to state-of-the-art game play development and quality.

Now, LJN truly has earned the right to be called,
"Master of the Game".

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